

Briefing for
INDUSTRY
Business Opportunities with the
Jet Propulsion Laboratory

Overview of the SBIR Program

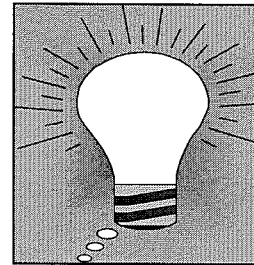
Mr. Byron Jackson
June 13, 2002

SBIR is a 3-Phase Program



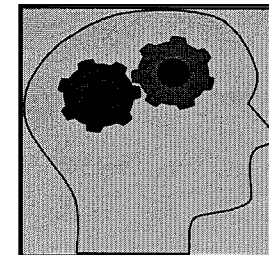
- ***PHASE I***

- ➔ Feasibility Study
- ➔ \$70K and 6 Months



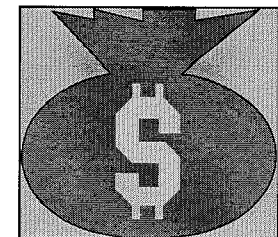
- ***PHASE II***

- ➔ Full R/R&D
- ➔ 2-Year Award and \$600K



- ***PHASE III***

- ➔ Commercialization Stage
- ➔ Use of Non-SBIR Funds



SBIR Phase I



- Determine the technical feasibility of ideas submitted in response to SBIR program solicitations
- Determine quality of contractor's abilities
- Fixed price funding agreements for six months
- Competitive selection process in response to an agency's solicitation (no unsolicited proposals accepted)

SBIR Phase II

- Pursue development of promising Phase I projects
- Competitive selection based on uniform evaluation criteria
- Commercial potential is a significant factor
- Contractors own resulting intellectual property (data, copyrights, patents, etc.)
- Government has royalty-free rights for government use of intellectual property
- Government protects data from public dissemination for four years after contract ends
- Fixed price funding agreements for two years

SBIR Phase III



- Pursue commercial applications, using non-SBIR funding resources
- Includes contracts with NASA and other federal agencies
- Phase III contracts can be awarded without further competition
 - Must pursue Phase II thesis or product
 - Must use non-SBIR funds
 - May be initiated any time after Phase II proof-of-thesis
 - No justification for other than full and open competition (JOFOC) required

SBIR Program Eligibility Checkpoints



- ✓ Organized for-profit U.S. business
- ✓ At least 51% U.S.-owned and independently operated
- ✓ Small business located in the U.S.
- ✓ P.I.'s primary employment with small business during project
- ✓ 500 or fewer employees

Some Important Facts to Remember



- Eligibility is determined at time of award
- No appendices allowed in Phase I
- The PI is not required to have a Ph.D.
- The PI is required to have expertise to oversee project scientifically and technically
- Applications may be submitted to different agencies for similar work
- Awards may not be accepted from different agencies for duplicative projects

Program Solicitation



NASA STRATEGIC ENTERPRISES

Aerospace Technology

Human Exploration
and Development
of Space

Biological & Physical
Research

Earth Science

Space Science



SBIR PROGRAM SOLICITATION

Solicitation Mirrors
NASA Enterprise
Structure

Topics and Subtopics
Identify New
Technology Needs

Subtopic Descriptions
Allow for New Ideas



NASA CENTERS AND JPL

ARC
DRFC
GRC
GSFC
JPL
JSC
KSC
LaRC
SSC

NASA's SBIR Research Topics Support NASA's Mission Needs

Aerospace Technology

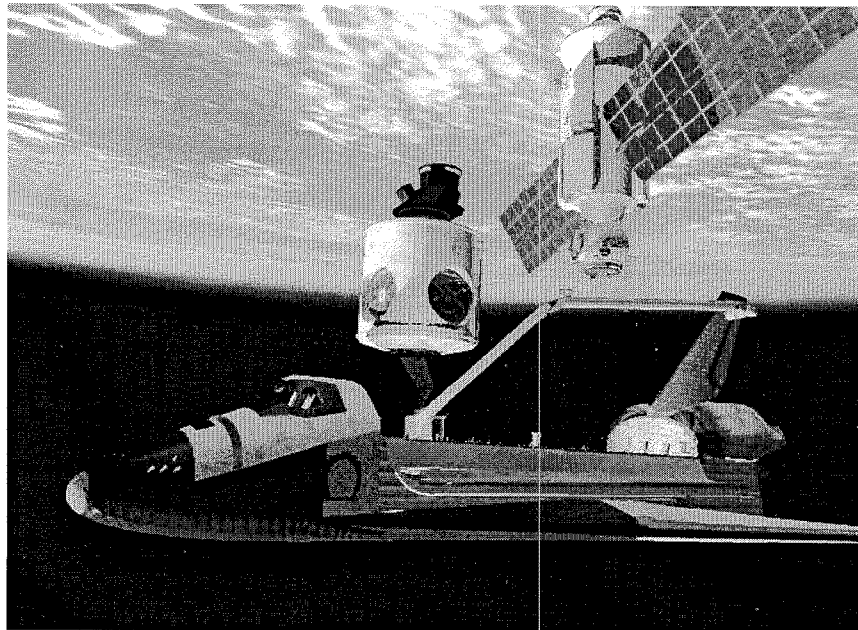
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NASA's *Aerospace Technology Enterprise* pioneers the identification, development, verification, transfer, application, and commercialization of high-payoff aeronautics technologies.



Human Exploration and Development of Space

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The mission of the *Human Exploration and Development of Space Enterprise* is to open the space frontier by exploring, using and enabling the development of space, and to expand human experience into the far reaches of space.

Biological and Physical Research



Biological and Physical Research Enterprise

conducts basic and applied research to support human exploration of space and to take advantage of the space environment as a laboratory.



- How can human existence expand beyond Earth?
- How do fundamental laws of nature shape the evolution of life?

Earth Science

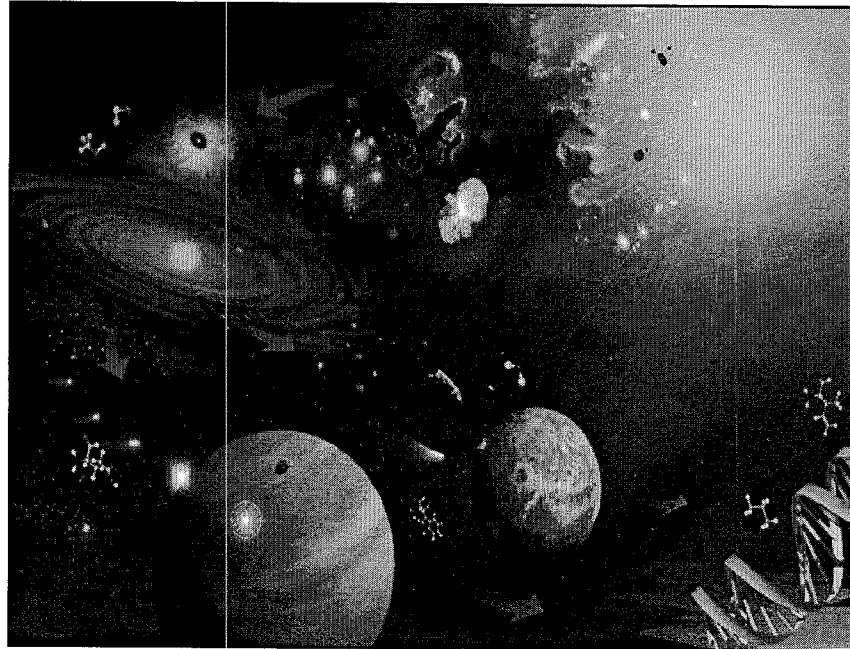


NASA's *Earth Science Enterprise* Enterprise uses satellite and other tools to intensively study the Earth in an effort to expand our understanding of how natural processes affect us, and how we might be affecting them.

Space Science



NASA's *Space Science Enterprise* seeks to discover the mysteries of the universe, explore the solar



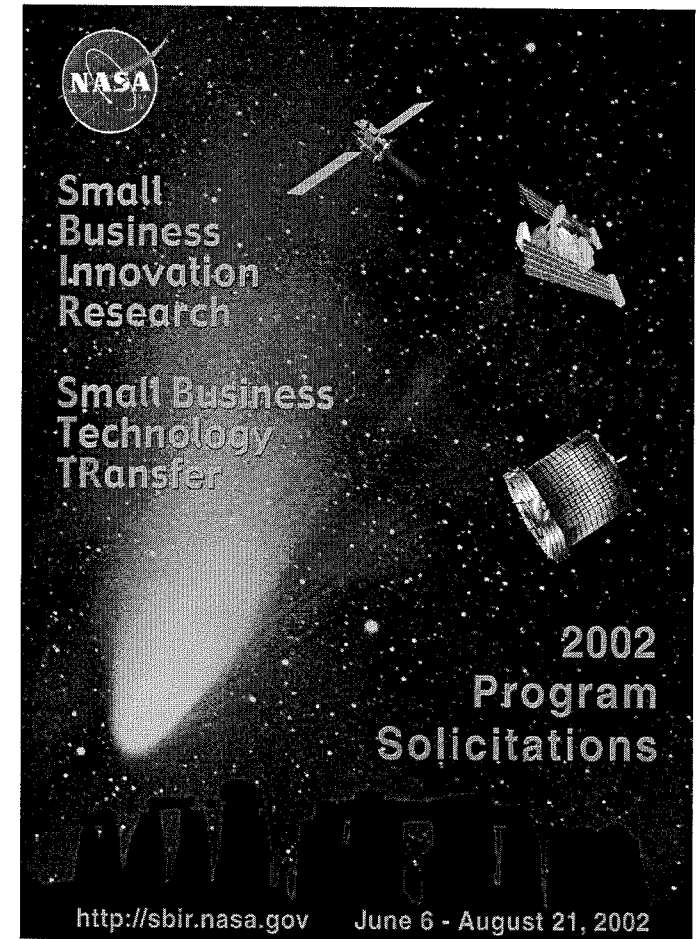
system, find planets around other stars, and search for life beyond Earth.

SBIR Program Schedule



2002 Program Solicitation:

Opening Date: 06/06/2002
Closing Date: 08/21/2002
Selections: 11/19/2002



**Approximately 40% of the Phase 1 projects
are down-selected for Phase 2.**

Selection Process



- **All proposals are submitted electronically via the internet**
- **Proposals are screened for administrative completeness and turned over to the managing NASA Center for technical review**

Selection Process



Evaluation Criteria:

- 1. Scientific/Technical Merit and Feasibility**
- 2. Experience, Qualifications and Facilities**
- 3. Effectiveness of the Proposed Work Plan**
- 4. Commercial Merit and Feasibility**

Selection Process



- **All proposals are reviewed by NASA personnel at the Centers**
- **Centers provide ranked listing to Program Management Office (PMO)**
- **PMO then prepares selection options for Source Selection Official (and HQ Enterprise Representatives) who make final selections**

For Further Information...

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